Marketing Perceptions, Inc.

Madelyn Wolf
Vice President
Qualitative Services

November 18, 1992

Mr. Alejandro Lopez
Philip Morris Corporation
120 Park Avenue
New York, NY 10017

Dear Alejandro:

The following details specifications, timing and costs for conducting in-depth interviews among adult male and female smokers to explore reactions to Merit Ultima Advertising.

We will conduct a total of twenty-eight (28) in-depth interviews on Wednesday, December 9, Thursday, December 10, and Friday, December 11, in Stamford, CT.

All respondents will smoke filter, non-menthol, light or ultra-light cigarettes most often. Males must smoke king size and females may smoke king size or 100's. Respondent specifications are further defined as follows:

- 8 interviews among Merit smokers.
- 8 interviews among Merit Ultima smokers.
  - 2 each of females ages 25-34
  - 2 each of females ages 35-55
  - 2 each of males ages 25-34
  - 2 each of males ages 35-55

- 4 interviews among Merit Ultra Light smokers.
- 4 interviews among Carlton and Now smokers.
- 4 interviews among competitive ultra light brands.
  - 2 each of females ages 30-45
  - 2 each of males ages 30-45

Each interview will be scheduled to last 1 hour.

A summary report of findings will be available no later than December 23, 1992.

Costs are estimated at $24,500 ± 10%, inclusive of all research-related expenses and fees, and facility food expenses.

I trust this meets with your approval.

Sincerely,

Maddy Wolf

Maddy Wolf

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